CONSUMER PURCHASES OF

CITRUS AND OTHER JUICES

June 1962

CPFJ - 130

U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in this report are based on 4-week periods (28 days) to facilitate comparisons.

Based on data collected for the Florida Citrus Commission by the Market Research Corporation of America

August 1962

CONTENTS

	Page
Highlights	5
Frozen concentrated and chilled juices	6
Canned single-strength juices and fruit	8
Canned single-strength fruit drinks	12

Tables and Figures

Frozen concentrated orange juice	15
Chilled orange juice	16
Single-strength orange juice	17
Single-strength grapefruit juice	18
Pineapple juice	19
Prune juice	20
Tomato juice	21
Single-strength orange drink	22
Pineapple-grapefruit drink	23
Canned grapefruit sections	24
Miscellaneous canned single-strength juices	25
Miscellaneous canned single-strength fruit drinks	25
Total canned single-strength juices and fruit drinks	26
Equivalent purchases of fresh oranges and grapefruit	26
Summary of purchases	27
Consumer purchases of juices and canned fruit drinks	28
Percentage of families buying citrus and other products	29
Share of Market	30
Consumer expenditures for juices and canned fruit drinks	31

CONSUMER PURCHASES OF CITRUS AND OTHER JUICES
JUNE 1962

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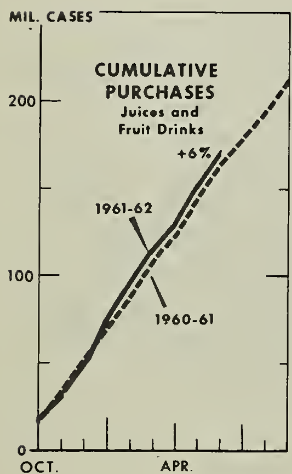
The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

HIGHLIGHTS



Household purchases of juices and canned fruit drinks in June 1962 exceeded those of a year earlier by 4 percent, or 750,000 cases on an equivalent single-strength basis. Prices averaged lower and consumers bought the greater quantity for about 7 percent or $4 million less than spent in June 1961.

By type of product, use of frozen concentrated juices was up 7 percent from June 1961, to account for three-fourths of the gain and for 41 percent of the total quantity of juices and fruit drinks bought for home use in June. Canned single-strength juices (34 percent of the market) were up slightly, and use of chilled orange juice rose sharply. On the other hand, the usual seasonal increase in use of canned fruit drinks failed to materialize, and consumption (21 percent of market) dropped to year-earlier levels.

By individual products, purchases of frozen orange concentrate increased 9 percent; chilled orange juice, 15 percent; and canned orange juice and canned orange drink, about 25 percent. The 4 orange products accounted for 48 percent of all juices and fruit drinks bought during the month, a gain of 3.4 percentage points in market share. Pineapple juice, up 5 percent, was the only other product purchased in greater quantity than in June 1961.

Consumption of canned grapefruit, tomato, and miscellaneous canned juices and canned grapefruit sections held about the same as a year earlier. But, use of prune juice, pineapple-grapefruit drink, miscellaneous fruit drinks, and miscellaneous frozen concentrates was down moderately.

The number of families that used chilled and canned orange juices, and canned orange drink was greater than a year earlier. In contrast, other products were bought by fewer families.

The downtrend in retail prices continued, with declines of 15 to 20 percent from a year earlier reported for orange juices. Prices of other products were down more moderately.

Consumer expenditures for canned orange juice and canned orange drink, nevertheless, were greater than a year earlier. Expenditures for other products were down, with the heaviest decline -- 13 percent or $3.1 million -- reported for frozen orange concentrate.

Cumulative purchases of all juices and fruit drinks in the first 9 months of the season, October-June, were 6 percent or 9.9 million cases greater than in the same period of 1960-61. (See chart on preceding page.) Frozen orange concentrate, chilled orange juice, and canned grapefruit juice made the greatest gains. Only pineapple-grapefruit drink, miscellaneous canned juices, and miscellaneous frozen concentrates were purchased in lesser volume. Retail prices, particularly those of orange products, were lower and despite the increase in use, consumer expenditures for all juices and canned fruit drinks held about the same as in 1960-61.

FROZEN CONCENTRATED AND CHILLED JUICES

EXPENDITURES FOR FROZEN ORANGE CONCENTRATE DOWN

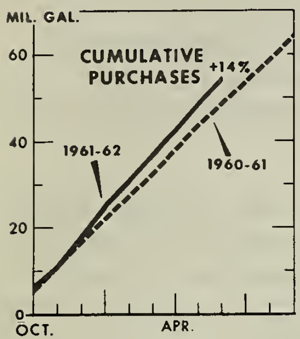
Household use and prices paid for frozen orange concentrate remained on the decline in June. 1/ Movement was the slowest reported for 1962, with the decline from January considerably greater than usual.

Production of frozen orange concentrate in 1961-62 is up more than a third from 1960-61, the previous high year. Supplies available for purchase are also sharply greater.

Retail movement of the concentrate in June, however, was up only 8 percent or 470,000 gallons in comparison with June 1961. Cumulative purchases for the season, October-

1/ Monthly and cumulative data on purchases and expenditures are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans ...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for usual size of can as shown in Table 15.

June, were up 14 percent or 6.7 million gallons from the same 9-month period of the preceding season. (See chart in the margin.)



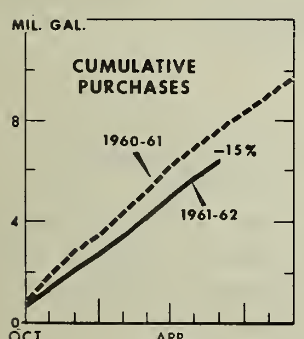
Retail prices were down to 16.3 cents per 6-ounce can. This was 20 percent (4.2 cents) less than paid in June 1961, and the lowest price reported since December 1957.

The increase in movement over the preceding June was small in relation to the price decline. As a result, consumer expenditures were off 13 percent ($3.1 million) from a year earlier to the lowest level in about 2 years. Expenditures for the season, despite the 14-percent increase in movement, held about the same as in the corresponding period of 1960-61.

Consumption averaged 32 servings (6-ounce) per buying family, an increase of 2 servings over June 1961. The size of the individual purchase in 1962 is greater than in 1961. But, families are not buying as often, and consequently, buying-family consumption is declining to approach levels that prevailed in 1961.

Only 28.4 percent of families bought frozen orange concentrate in June. This was a drop of 1.1 percentage points from May and 0.5 point from a year earlier. Except for July and August when movement is seasonally low, the proportion of buyers in June was below most months of the past 2 years. (See page 15.)

MISCELLANEOUS FROZEN CONCENTRATES REMAIN SLOW

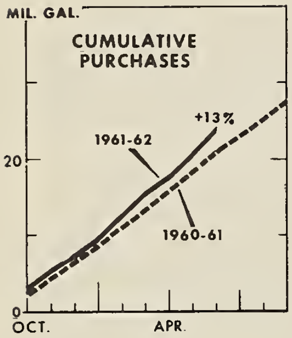


Household consumption of miscellaneous frozen concentrates, unlike frozen orange, was off from a year earlier as well as from the preceding month. This group of products includes grape, grapefruit, pineapple, and tangerine juices, and the blends, some of which contain citrus.

Use of these products has been slow throughout the season, and the cumulative total through June is 15 percent (1.1 million gallons) behind the same period of 1960-61. The amount consumers spent for these concentrates was down about the same.

Retail prices averaged 18.1 cents per 6-ounce can. This was about 1 cent below year-earlier prices, and was the lowest reported in the 3 years for which comparable data are available.

CHILLED ORANGE JUICE CLAIMS RECORD 4.5 PERCENT OF MARKET



Use of chilled orange juice increased 15 percent -- 400,000 gallons -- over June 1961. The product accounted for 4.5 percent of all juices and canned fruit drinks bought for home use in June, the largest share of market yet reported. The market shares for this product have exceeded those of canned orange juice since early 1961.

Retail prices in June dropped to a new low of 33.9 cents per quart. This was a decline of 1.2 cents from May, and 6 cents or 15 percent from a year earlier. Consequently, despite the increase in movement, consumer expenditures held the same as in June 1961.

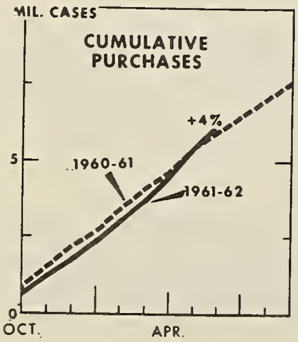
Cumulative purchases for the season through June were up 13 percent, or 2.6 million gallons from 1960-61, as shown by the chart in the margin. Prices averaged lower, however, and consumer expenditures increased only 8 percent.

About 6.2 percent of families used the juice in June, almost the same as the record proportion of the preceding month, and a gain of 1 percentage point over a year earlier.

Part of the gain in number of users, however, was offset by a decrease in buying-family consumption. While the size of the individual purchase was the largest reported, families bought chilled orange juice only every 12 days in June 1962 compared with every 10 days a year earlier. As a result, buying-family consumption in June was close to the smallest reported in the 6 years for which data are available. (See page 16.)

CANNED SINGLE-STRENGTH JUICES AND FRUIT

PRICES OF CANNED ORANGE JUICE DROP TO 4-YEAR LOW



About 28 percent (160,000 cases) more canned orange juice was bought for household use in June than in the same month of 1961. The relative gain was the greatest reported for any product, but the increase in volume was only about one-fourth that of frozen orange concentrate. This juice accounted for 4 percent of the juice and drink market, the largest share since late 1960.

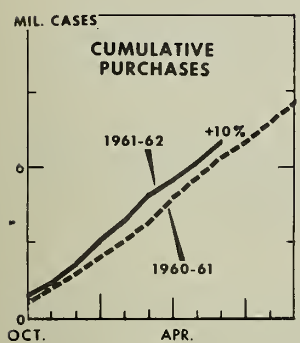
Retail prices were down 15 percent (6.2 cents) to a 4-year low of 36.1 cents per 46-ounce can. Because of

the heavy increase in volume, however, consumer expenditures were up in comparison with June 1961.

About 6 percent of families bought, compared with only 5.2 percent a year earlier. Buying-family consumption was also greater.

Cumulative purchases through June were up 4 percent -- 210,000 cases -- from the same months of 1960-61. Movement in that season was the slowest reported in this 13-year series. (See page 17.)

GRAPEFRUIT JUICE PRICES DOWN TO 6-YEAR LOW

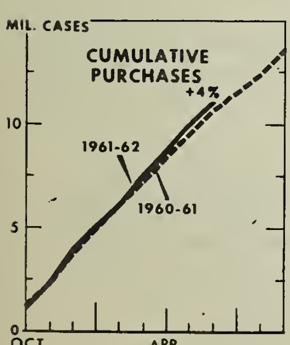


The average June retail price of canned grapefruit juice was down about ½ cent from both the preceding month and a year earlier to a 6-year low of 26.9 cents per 46-ounce can. This makes more than a year that prices have been below 1955-59 averages.

Retail movement of grapefruit juice, while up sharply from unseasonally low levels in the 2 preceding months, was only about equal to the June 1961 volume. Cumulative purchases for the season, however, were 10 percent (640,000 cases) ahead of the same period of 1960-61.

The proportion of families buying was up sharply from May to 5.6 percent, or to about the level of a year earlier. Buying-family consumption amounted to 2.4 cans, about the same as the preceding June. (See page 18.)

PINEAPPLE JUICE PRICES ADVANCE OVER MAY



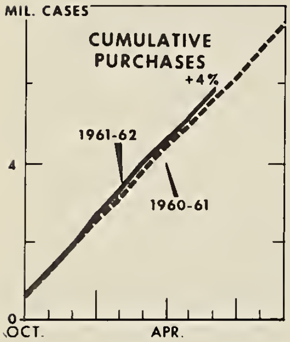
Retail prices of pineapple juice, contrary to the general price decline, advanced 0.7 cent over May to reach 28 cents per 46-ounce can. But even so, prices lacked 1.2 cents of equaling those of a year earlier, and remained below 1955-59 averages.

Retail movement was down rather sharply from May, but the purchase level, nevertheless, held moderately above 1960-61. Cumulative purchases for the season are 4 percent (400,000 cases) ahead of the same period of 1960-61 or the 1955-59 average.

Buying-family consumption amounted to 2.2 cans for the month, well above levels in earlier years. On the other

hand, the proportion of families buying, (8.6 percent) was among the smallest reported. (See page 19.)

PRUNE JUICE OFF MODERATELY

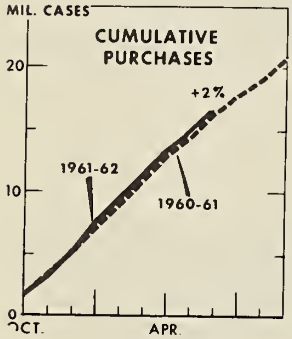


Household consumption of prune juice in June 1962 was off moderately from the heavy volume of a year earlier. Purchases, however, have been above year-earlier levels in most months of the season, and the cumulative total through June was up 4 percent or 220,000 cases from 1960-61. Except for 1956-57, this represented the heaviest movement reported in this 13-year series.

Buying-family consumption averaged 2.4 quarts for the month, moderately more than used a year earlier. As for many other products, however, the proportion of families buying (6.5 percent) was on the small side. Retail prices were up slightly to 43.9 cents per quart.

Prune juice accounted for 3.3 percent of all juices and drinks bought for home consumption in June, and for 6.4 percent of total expenditures. (See page 20.)

TOMATO JUICE SAME AS YEAR EARLIER

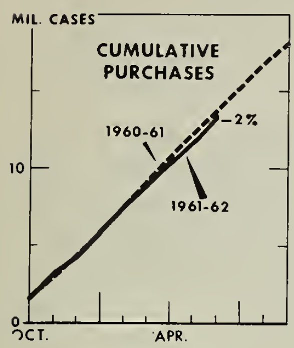


Household use of tomato juice was about the same as in June 1961. The volume of purchases, the proportion of families buying, and prices paid throughout 1961-62 have rather closely followed 1960-61 levels. As use of other products increased, however, the tomato juice share of the market has been generally smaller than in the preceding season. The market share at 8 percent in June was second only to frozen orange concentrate, and was about equal to the combined shares of canned orange and grapefruit juices.

Consumption of tomato juice averaged 1.9 cans for the 14 percent of the Nation's families that bought the product.

Retail prices averaged 28.5 cents per 46-ounce can, about 1 cent less than a year earlier. Like pineapple juice, and in contrast to other products, tomato juice prices advanced over May. (See page 21.)

MISCELLANEOUS JUICES STEADY



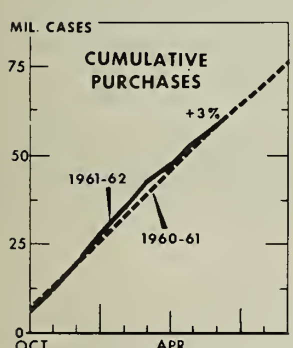
Use of miscellaneous canned juices held at the year-earlier volume of 1.5 million cases. The product group includes apple, grape, and tangerine juices, and the various blends, some of which contain citrus. These juices accounted for about 8 percent of all juices and canned fruit drinks bought for household use in June, the same proportion as tomato juice.

Consumption has been a little below 1960-61 levels throughout the season, and cumulative movement through June is off 300,000 cases. Pineapple-grapefruit drink and miscellaneous frozen concentrates were the only other items purchased in smaller volume than in 1960-61.

About 18.6 percent of families bought in June, compared with 19.5 percent a year earlier. Buying-family consumption, however, held at 1.4 cans. While the proportion of buyers is comparatively high, the size of purchase is the smallest reported for any product.

These juices cost 35.1 cents per 46-ounce can on the average, 1.7 cents less than paid a year earlier. Except for canned orange and prune juices, this was well above prices paid for competing products. (See page 25.)

TOTAL SINGLE-STRENGTH JUICES UP SLIGHTLY



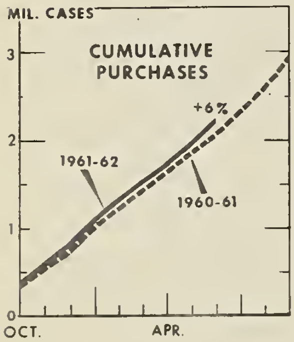
In total, household consumers bought only slightly more canned single-strength juices in June 1962 than in the preceding June. These juices represented 33.5 percent of the household juice and drink market, a loss of 0.6 percentage point in comparison with a year earlier. The loss reflected increased use of frozen orange concentrate, which was purchased in 7 percent greater volume than single-strength juices in June. A year earlier single-strength juices and frozen orange concentrate were bought in equal amounts.

Consumption of single-strength juices averaged 20 servings (6-ounce) among the 42 percent of families that used these products. In comparison, consumption of frozen orange concentrate averaged 32 servings with 28 percent of families buying.

Retail prices of single-strength juices averaged lower than in June 1961. Although the purchase volume was not as great, expenditures for canned juices exceeded those for frozen orange concentrate. This was the reverse of

the situation in June 1961, when expenditures for frozen orange concentrate were the greater. (See page 26.)

CANNED GRAPEFRUIT SECTIONS STEADY



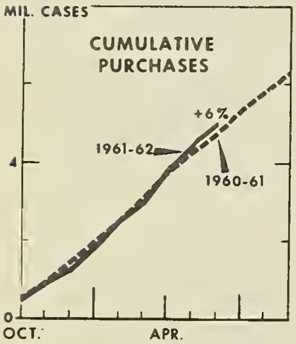
Household purchases of canned grapefruit sections at 233,000 cases were almost the same as in June 1961. The average size of purchase, 3.6 cans per buying family, was greater than in most months. The number of users, however, dropped to only 3.6 percent of the Nation's families, a smaller than usual proportion.

Retail prices averaged 20.5 cents per No. 303 can. This was about the same as in the preceding June, but was an advance over prices that have prevailed in most months since that time.

Cumulative purchases for the season through June were about 120,000 cases or 6 percent ahead of the corresponding period a year earlier. On the other hand, movement was off by about the same amount from the 1956-59 average. (See page 24.)

CANNED SINGLE-STRENGTH FRUIT DRINKS

CANNED ORANGE DRINK HOLDS HIGH



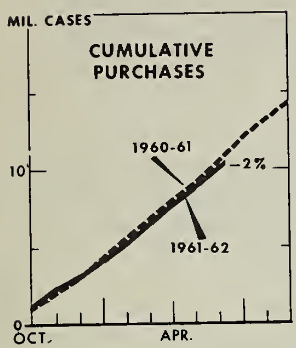
Retail movement of canned orange drink in June was near peak levels for the third month in succession. As a result, April-June consumption was well the highest reported for any quarter in this 9-year series.

Purchases averaged 2.4 cans among the 4.6 percent of the Nation's families that bought the product. This represented a slight gain in the proportion of users, and a large gain in size of purchase.

Retail prices were off about 1 cent from both the preceding month and June 1961 to 30.4 cents per 46-ounce can. Prices have not been lower since the latter part of 1960. Because of the increase in volume, however, consumers spent more for orange drink than in the preceding June.

Cumulative expenditures for the season were also up, reflecting comparatively high prices in the first months of the season, as well as a 6-percent (270,000 cases) gain in consumption. (See page 22.)

PRICES PAID FOR PINEAPPLE-GRAPEFRUIT DRINK DROP TO NEW LOW

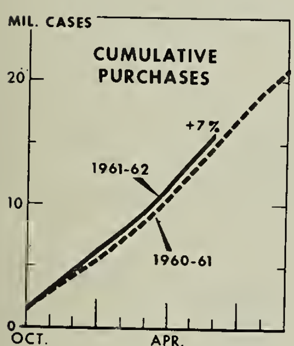


Retail prices of pineapple-grapefruit drink in June were down 1.1 cents from May and 0.6 cent from June 1961 to a new low for this 6-year series of 26.4 cents per 46-ounce can. A 6-ounce serving cost 3.4 cents, less than paid for any competing product.

Retail movement, nevertheless, failed by 5 percent of reaching the year-earlier volume. Moreover, use of this product has been comparatively slow in most months of 1961-62, and the season's purchase is a little behind the same period of 1960-61. Consumer expenditures in June, as well as those for the season, were also below year-earlier levels.

About 7.6 percent of families bought in June, a loss of 1 percentage point from a year earlier, and a still greater loss from 2 years earlier. On the other hand, the buying-family purchase (2.8 cans) was the largest ever reported. (See page 23.)

MISCELLANEOUS FRUIT DRINKS DOWN FROM MAY



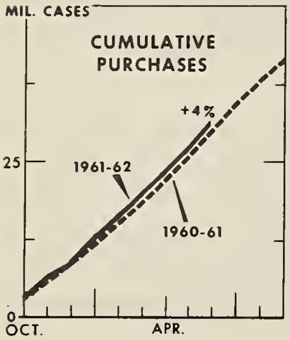
June consumption of miscellaneous fruit drinks was down moderately from the preceding month and from a year earlier. Use of these drinks, which include canned non-carbonated fruit drinks, ades, and punches, other than separately reported orange and pineapple-grapefruit drinks, is ordinarily seasonally high at this time of year.

Only 14.6 percent of families bought, and the size of purchase dropped to 2.5 cans. Both components of total purchases were smaller than in either May or the preceding June.

Retail prices averaged 33.7 cents per 46-ounce can. This was the same as paid in June 1961, but was below prices in earlier months of the 1961-62 season. A 6-ounce serving of miscellaneous fruit drinks cost 4.4 cents, compared with 4.1 cents for frozen orange concentrate. A year earlier, frozen orange concentrate was the more expensive.

Movement has been on the heavy side in most months of the current season, and cumulative purchases through June were up 7 percent or 1 million cases from 1960-61. Expenditures were also up 7 percent. (See page 25.)

UPTURN IN USE OF TOTAL FRUIT DRINKS HALTED



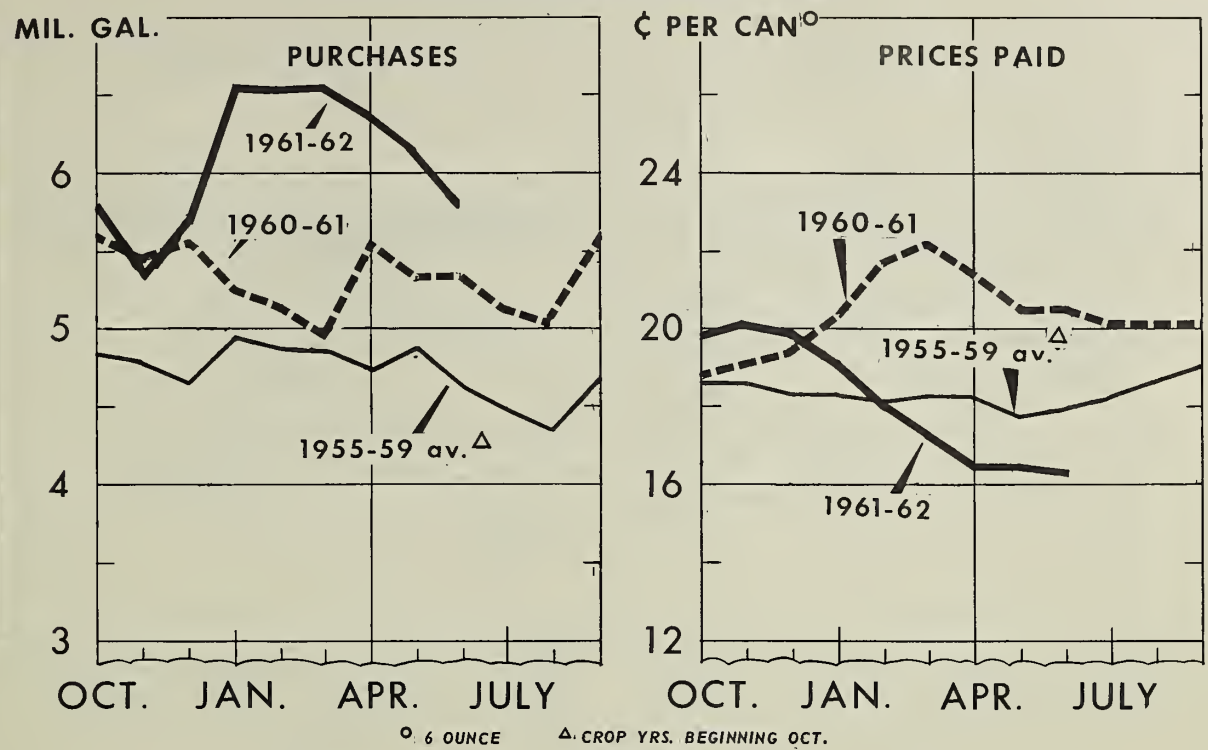
The seasonal upturn in use of canned fruit drinks was interrupted in June. Purchases held at the May level, and were about the same as in June 1961. Movement in most months of the season, however, exceeded 1960-61 levels, and the cumulative total through June was up 4 percent or 1.1 million cases.

Retail prices averaged lower and consumer expenditures in June were down from a year earlier. However, cumulative expenditures for the season, like cumulative purchases, were up about 4 percent.

In comparison, the season's expenditure for chilled orange juice was up 8 percent, while expenditures for single-strength juices and frozen concentrates held about the same. (See page 26.)

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE — Figure 1 — ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,784	5,616	4,837	29.8	29.1	46	46	19.9	18.8	18.7
Nov.	5,342	5,458	4,773	28.2	30.1	45	46	20.2	19.1	18.7
Dec.	5,728	5,552	4,656	29.8	30.1	46	45	19.9	19.4	18.3
Oct.-Dec.	16,854	16,626	14,266							
Jan.	6,584	5,257	4,942	31.3	30.2	50	41	19.0	20.3	18.3
Feb.	6,582	5,149	4,896	31.5	28.5	50	43	18.0	21.7	18.2
Mar.	6,587	4,966	4,868	31.1	28.1	50	43	17.4	22.1	18.3
Jan.-Mar.	19,753	15,372	14,706							
Apr.	6,363	5,547	4,751	30.6	29.5	49	45	16.4	21.4	18.3
May	6,123	5,325	4,894	29.5	29.2	49	45	16.4	20.5	17.8
Jun.	5,776	5,308	4,626	28.4	28.9	48	44	16.3	20.5	18.0
Apr.-Jun.	18,262	16,180	14,271							
Jul.		5,079	4,477		27.5		44		20.1	18.3
Aug.		5,006	4,352		27.2		44		20.1	18.7
Sep.		5,560	4,685		29.0		46		20.1	19.0
Jul.-Sep.		15,645	13,514							
Season		63,823	56,757						20.3	18.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

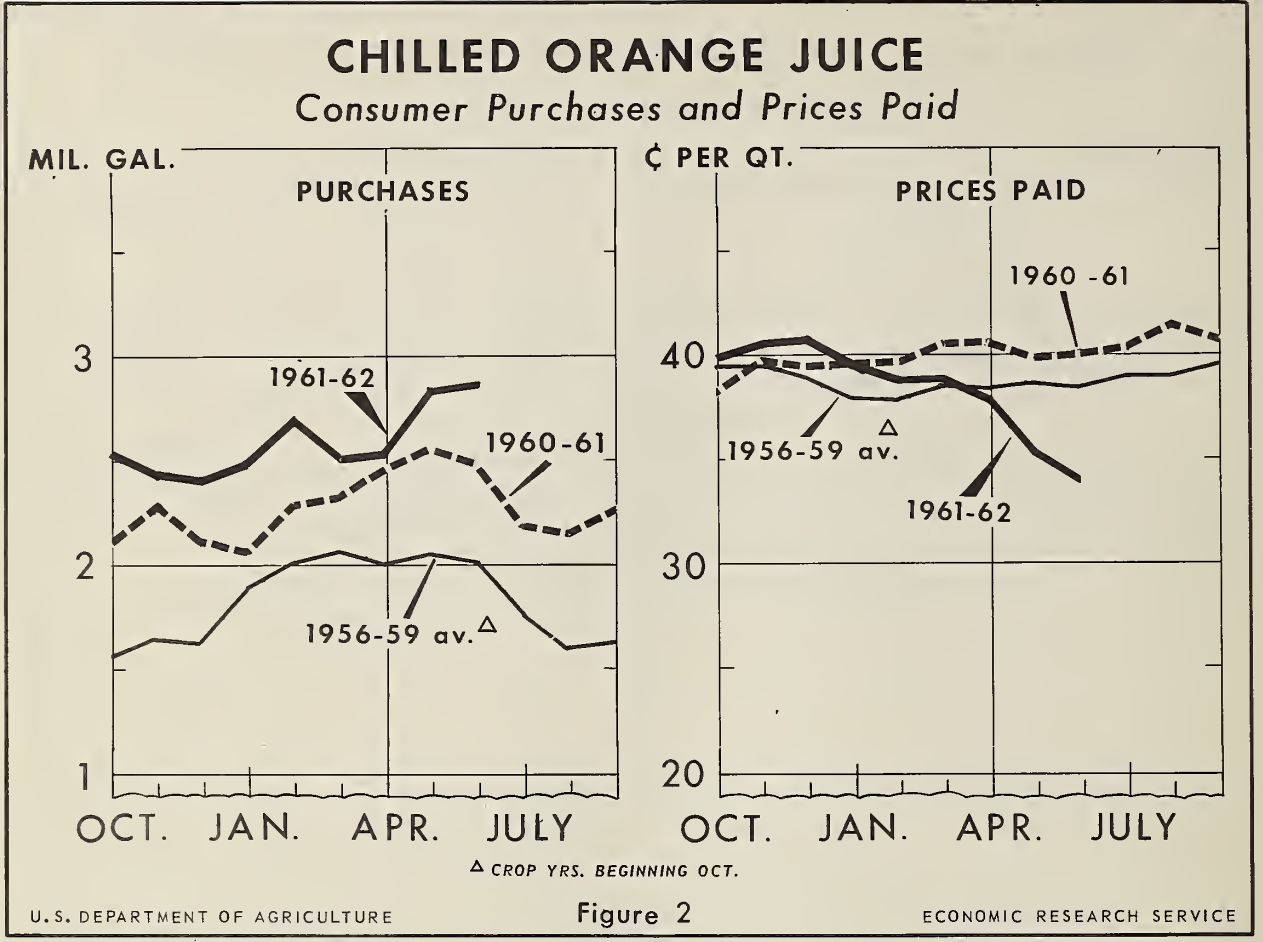


Figure 2

Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,521	2,112	1,565	5.0	4.7	119	109	39.9	38.2	39.5
Nov.	2,448	2,282	1,662	5.1	4.9	114	110	40.8	39.7	39.6
Dec.	2,410	2,122	1,651	5.1	4.6	111	112	40.9	39.4	38.9
Oct.-Dec.	7,379	6,516	4,878							
Jan.	2,489	2,070	1,899	5.7	4.7	104	104	39.4	39.6	38.0
Feb.	2,713	2,288	2,022	6.0	5.0	106	108	38.6	39.6	37.9
Mar.	2,511	2,332	2,071	5.6	4.9	107	116	38.8	40.6	38.6
Jan.-Mar.	7,713	6,690	5,992							
Apr.	2,532	2,475	2,012	5.8	5.4	103	110	37.8	40.6	38.5
May	2,840	2,553	2,060	6.3	5.4	106	114	35.1	39.9	38.7
Jun.	2,863	2,485	2,010	6.2	5.3	108	112	33.9	40.0	38.5
Apr.-Jun.	8,235	7,513	6,082							
Jul.		2,198	1,778		5.0		106		40.5	39.1
Aug.		2,166	1,626		4.8		108		41.5	39.1
Sep.		2,279	1,643		4.9		112		40.9	39.6
Jul.-Sep.		6,643	5,047							
Season		27,362	21,999						40.1	38.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

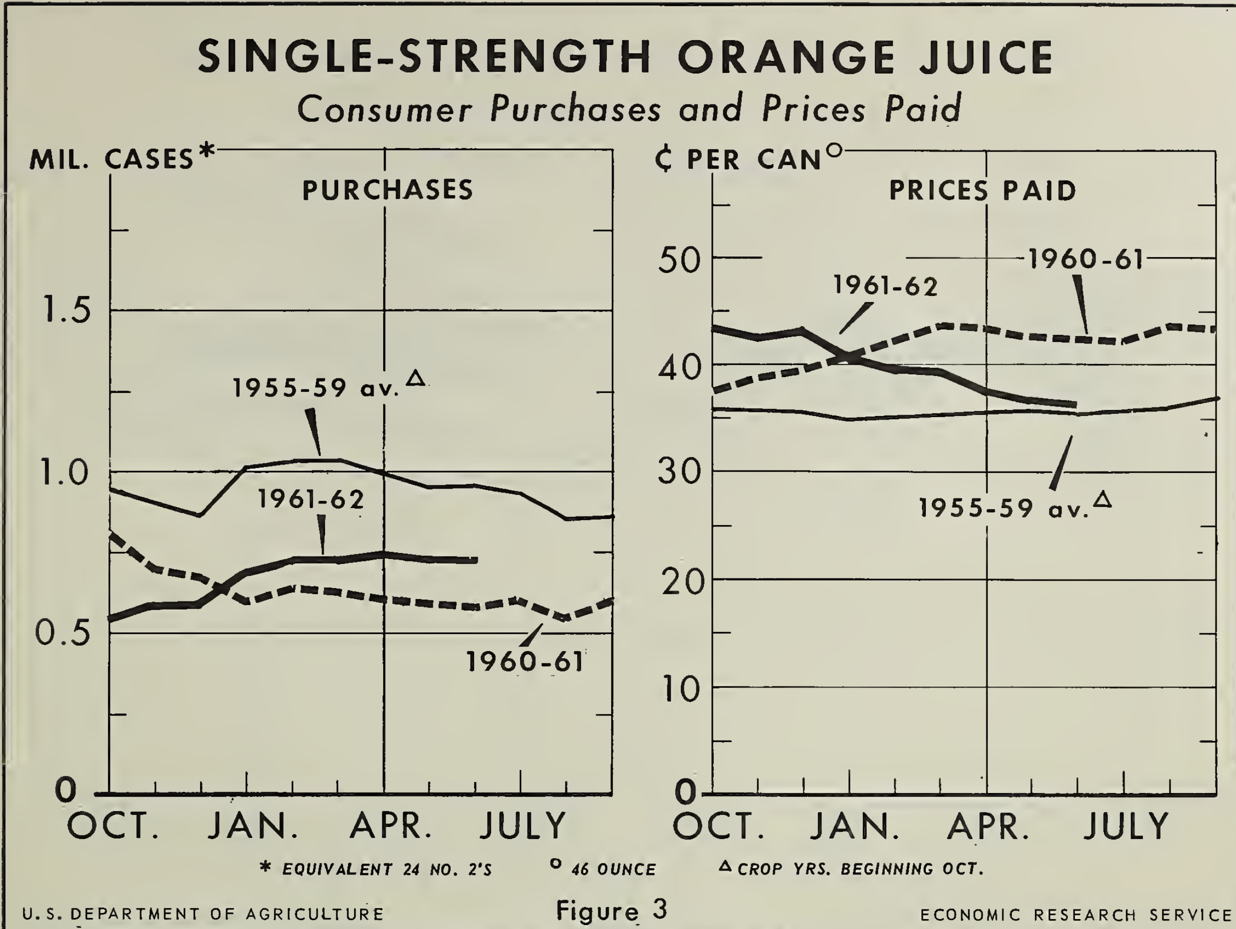


Figure 3

Table 3.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	559	811	954	5.1	7.3	88	92	43.6	37.5	35.7
Nov.	574	714	908	5.3	6.5	88	88	42.4	38.8	35.7
Dec.	579	667	874	5.2	6.2	89	90	43.1	39.2	35.7
Oct.-Dec.	1,712	2,192	2,736							
Jan.	690	607	1,023	6.3	5.8	87	86	40.5	40.8	34.8
Feb.	719	645	1,043	6.2	5.9	92	89	39.7	42.0	35.1
Mar.	718	621	1,050	5.9	5.8	97	87	39.2	43.5	35.2
Jan.-Mar.	2,127	1,873	3,116							
Apr.	736	600	996	5.8	5.6	101	86	37.5	43.2	35.6
May	734	593	953	6.0	5.4	97	90	36.9	42.5	35.7
Jun.	731	572	962	6.0	5.2	96	89	36.1	42.3	35.4
Apr.-Jun.	2,201	1,765	2,911							
Jul.		596	935		5.5		88		42.1	35.8
Aug.		550	858		5.1		86		43.7	36.0
Sep.		605	863		5.3		92		43.1	36.8
Jul.-Sep.		1,751	2,656							
Season		7,581	11,419						41.4	35.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

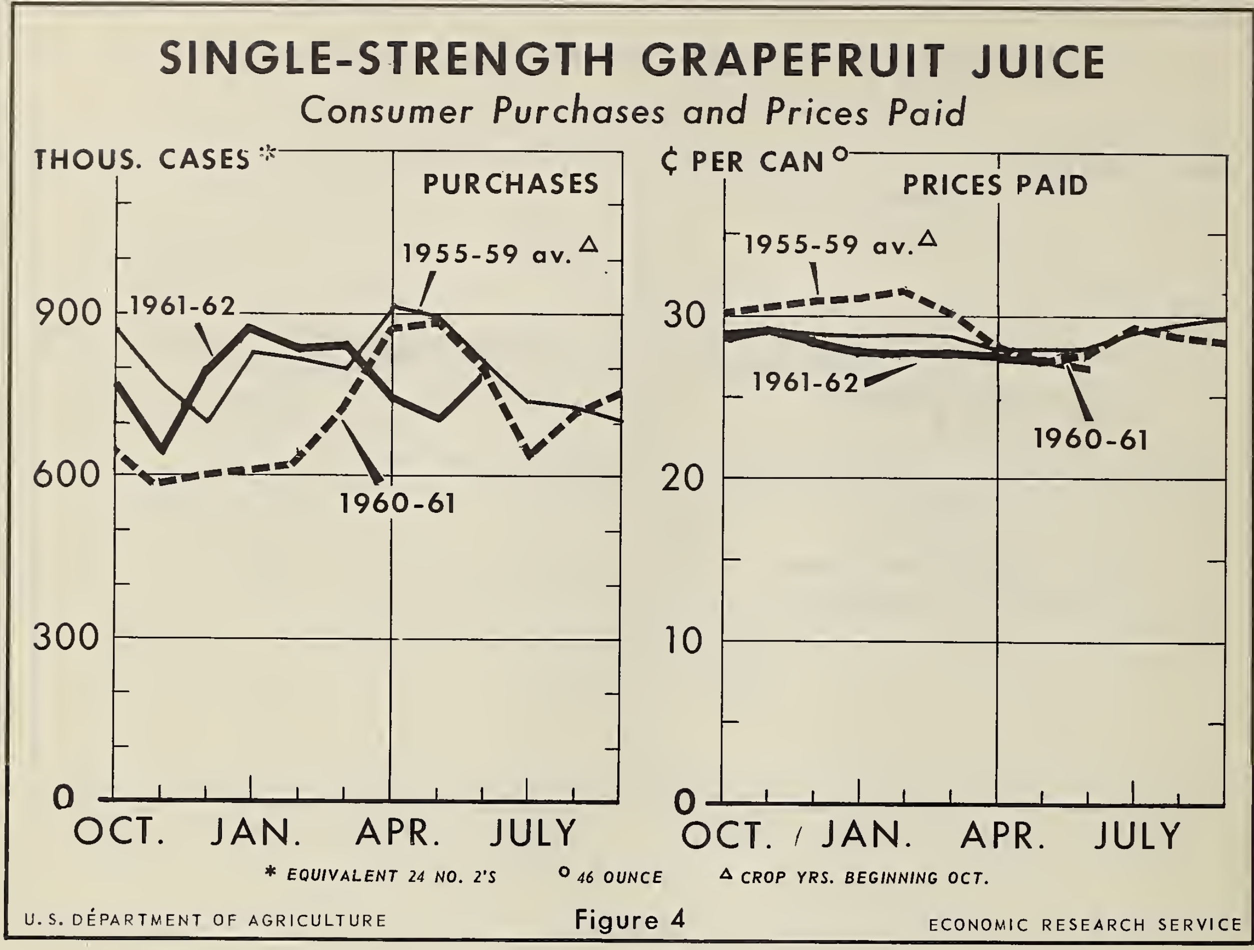


Figure 4

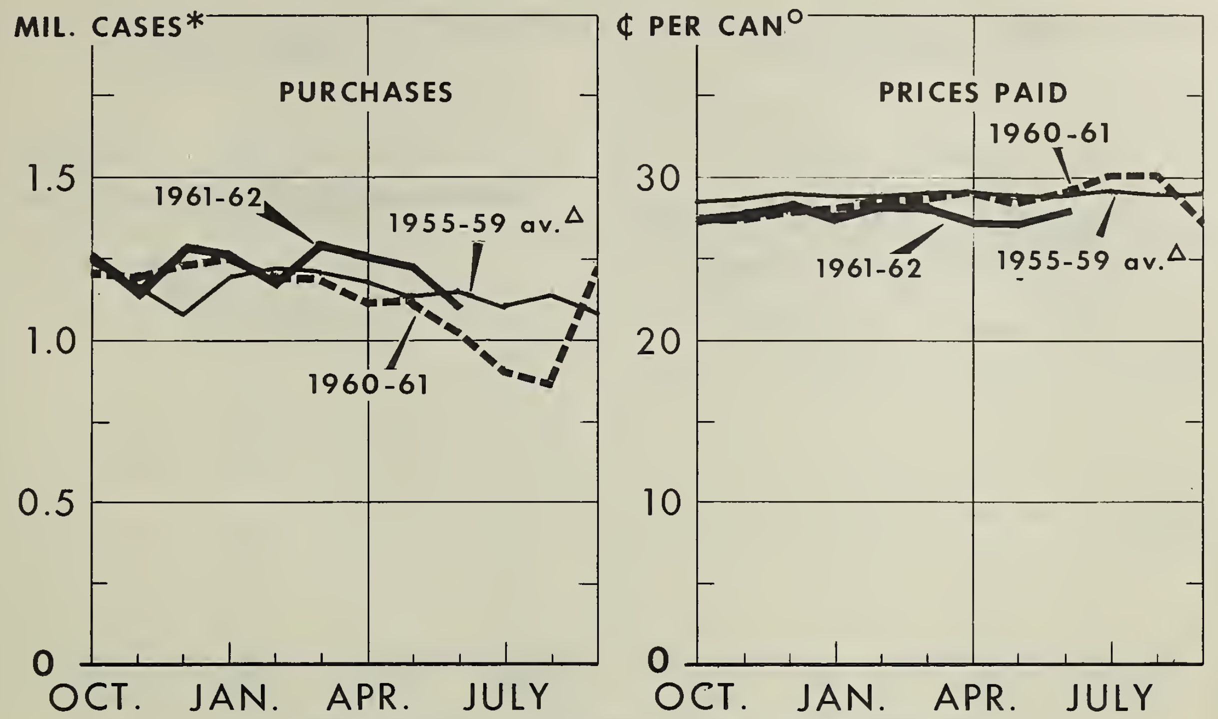
Table 4.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	774	648	871	5.7	5.5	108	97	28.7	30.1	28.9
Nov.	647	583	771	5.1	5.0	101	94	29.2	30.5	29.4
Dec.	796	606	704	5.7	5.0	113	102	28.4	31.0	28.9
Oct.-Dec.	2,217	1,837	2,346							
Jan.	876	614	830	6.3	5.4	110	89	27.8	31.1	28.7
Feb.	823	619	819	5.9	5.2	111	96	27.8	31.6	28.8
Mar.	841	736	804	5.9	5.4	114	112	27.9	30.2	28.7
Jan.-Mar.	2,540	1,969	2,453							
Apr.	740	871	911	5.4	6.3	109	112	27.5	27.9	28.1
May	708	881	898	4.8	6.3	118	113	27.3	27.0	28.0
Jun.	790	800	818	5.6	5.9	111	110	26.9	27.5	28.2
Apr.-Jun.	2,238	2,552	2,627							
Jul.		636	740		4.9		104		29.3	29.2
Aug.		721	730		5.4		109		28.3	29.5
Sep.		753	706		5.7		108		28.5	30.0
Jul.-Sep.		2,110	2,170							
Season		8,468	9,602						29.2	28.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases and Prices Paid



*EQUIVALENT 24 NO. 2'S ° 46 OUNCE. △ CROP YEARS BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE Figure 5 ECONOMIC RESEARCH SERVICE

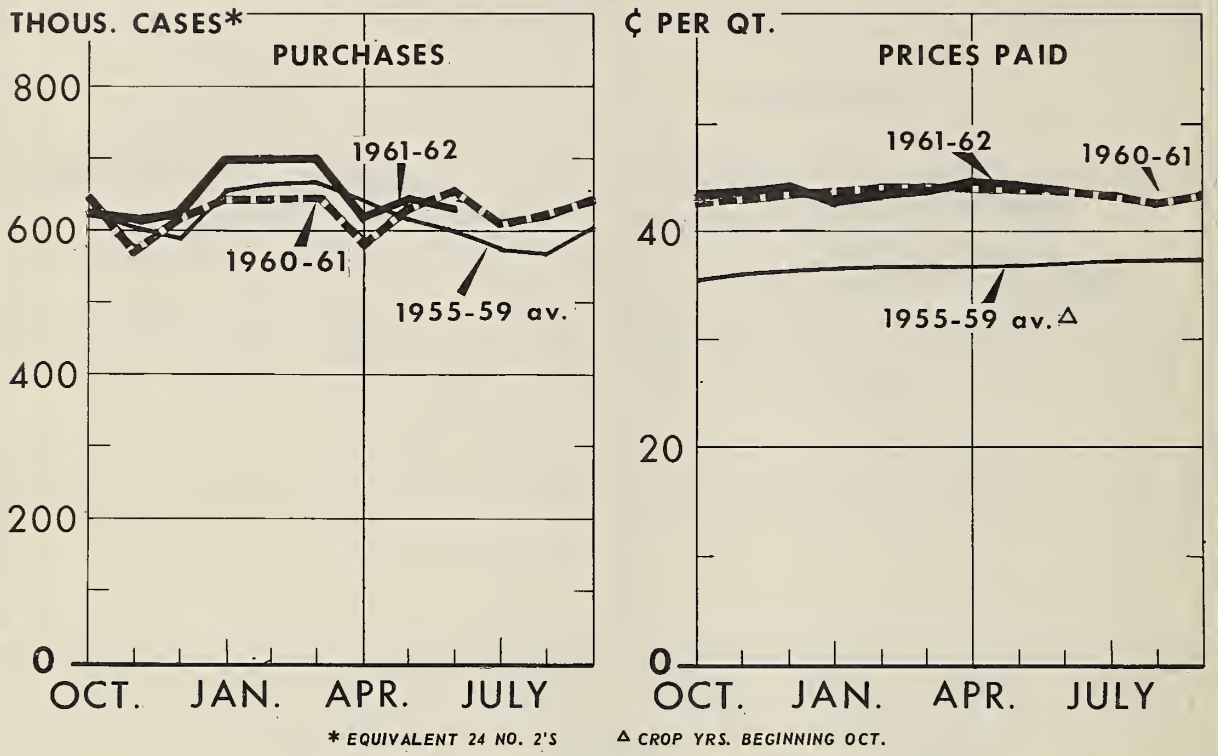
Table 5.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,251	1,214	1,245	9.0	9.6	111	102	27.6	27.6	28.9
Nov.	1,158	1,208	1,168	9.5	9.3	98	103	27.9	27.7	29.0
Dec.	1,275	1,232	1,087	10.1	9.6	101	106	28.3	28.0	29.4
Oct.-Dec.	3,684	3,654	3,500							
Jan.	1,262	1,255	1,205	10.1	10.7	100	99	27.7	28.3	29.2
Feb.	1,182	1,204	1,236	10.2	10.1	92	95	28.4	28.7	29.2
Mar.	1,301	1,188	1,218	10.2	10.0	102	97	28.0	29.0	29.3
Jan.-Mar.	3,745	3,647	3,659							
Apr.	1,257	1,112	1,182	10.1	9.8	98	92	27.4	29.2	29.4
May	1,234	1,146	1,146	9.7	9.1	101	102	27.3	28.7	29.3
Jun.	1,092	1,036	1,158	8.6	9.0	101	93	28.0	29.2	29.2
Apr.-Jun.	3,583	3,294	3,486							
Jul.		911	1,109		8.1		91		30.1	29.5
Aug.		891	1,149		7.7		93		30.1	29.3
Sep.		1,222	1,095		9.6		103		27.8	29.3
Jul.-Sep.		3,024	3,353							
Season		13,619	13,998						28.6	29.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE Figure 6 ECONOMIC RESEARCH SERVICE

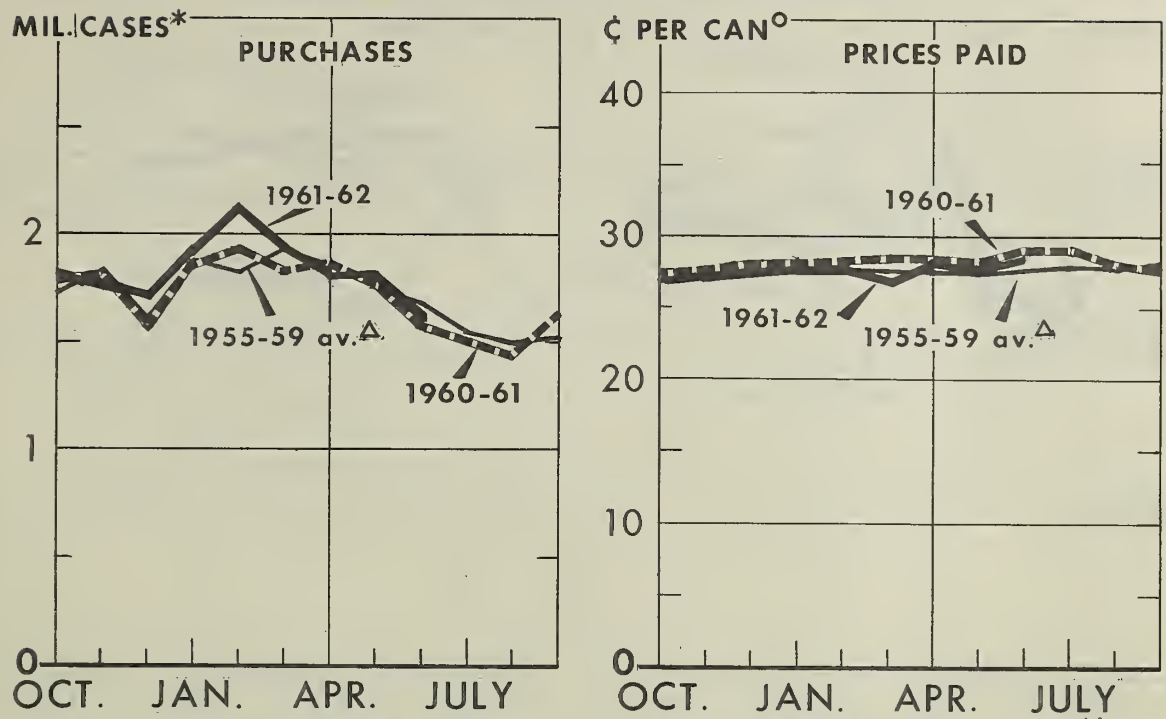
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	634	648	629	6.5	7.3	78	72	43.5	43.3	35.4
Nov.	611	570	605	6.3	6.4	78	72	43.8	43.2	36.1
Dec.	628	620	590	6.7	6.4	75	78	43.9	43.5	36.2
Oct.-Dec.	1,873	1,838	1,824							
Jan.	697	643	655	7.0	6.9	80	78	42.9	43.9	36.4
Feb.	699	643	666	7.6	6.9	73	74	43.6	44.1	36.7
Mar.	700	648	665	7.5	7.2	74	73	43.7	44.1	36.8
Jan.-Mar.	2,096	1,934	1,986							
Apr.	625	584	640	7.0	6.4	70	74	44.2	44.1	36.7
May	643	631	616	6.7	6.9	76	75	44.1	43.9	36.9
Jun.	631	657	602	6.5	7.2	76	74	43.9	43.7	36.9
Apr.-Jun.	1,899	1,872	1,858							
Jul.		611	574		6.6		75		43.6	37.1
Aug.		622	570		6.3		80		43.2	37.1
Sep.		648	607		6.9		76		43.7	37.1
Jul.-Sep.		1,881	1,751							
Season		7,525	7,419						43.7	36.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



* EQUIVALENT 24 NO. 2'S   ° 46 OUNCE   △ CROP YRS. BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE   Figure 7   ECONOMIC RESEARCH SERVICE

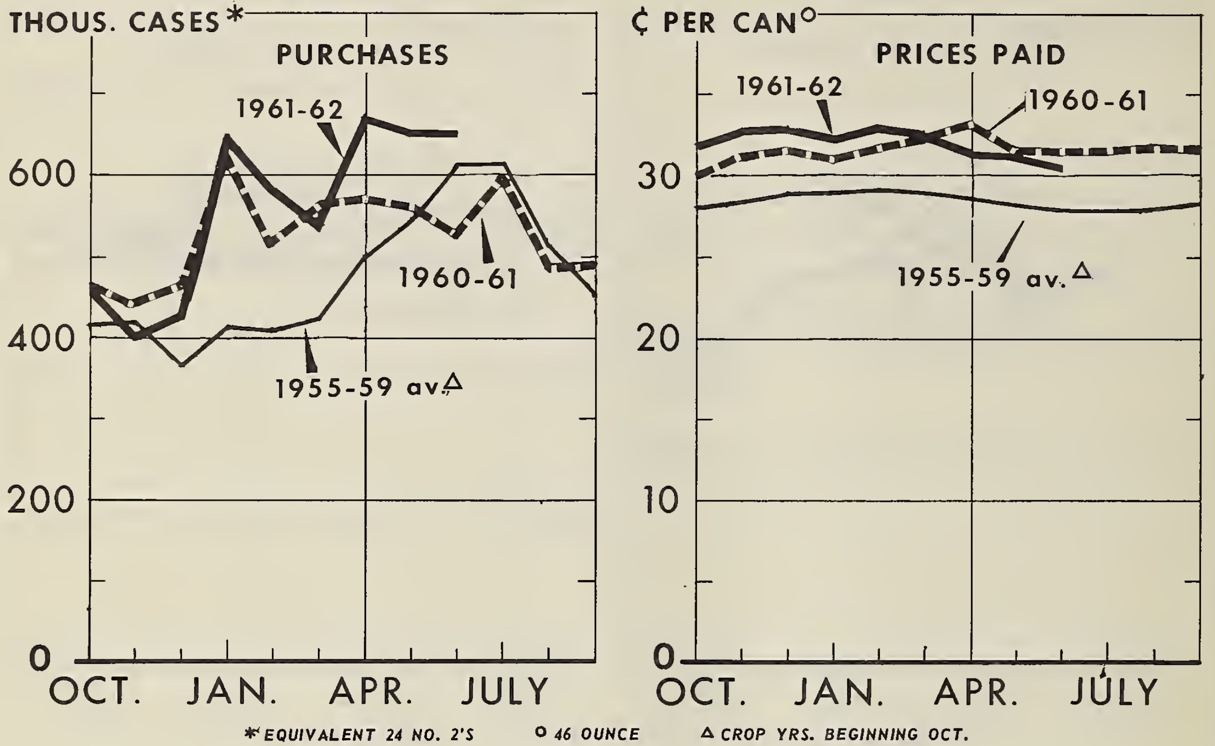
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,780	1,815	1,734	14.8	15.2	97	98	27.1	27.8	26.9
Nov.	1,766	1,829	1,835	15.4	15.9	92	89	27.3	27.9	27.2
Dec.	1,744	1,580	1,604	15.3	14.7	92	90	28.0	28.5	27.8
Oct.-Dec.	5,290	5,224	5,173							
Jan.	1,926	1,871	1,877	16.7	16.8	92	88	28.3	28.4	27.9
Feb.	2,072	1,958	1,819	17.2	16.7	95	96	27.8	28.7	27.8
Mar.	1,930	1,854	1,916	16.5	16.6	94	91		28.6	27.5
Jan.-Mar.	5,928	5,683	5,612							
Apr.	1,797	1,855	1,853	15.4	16.5	92	91	28.2	28.7	27.4
May	1,832	1,771	1,750	15.4	15.5	94	93	27.8	28.4	27.3
Jun.	1,561	1,597	1,698	13.9	14.5	89	90	28.5	29.4	27.6
Apr.-Jun.	5,190	5,223	5,301							
Jul.		1,511	1,545		13.6		90		29.3	28.0
Aug.		1,463	1,487		12.9		92		28.4	27.8
Sep.		1,677	1,528		14.5		93		27.8	27.4
Jul.-Sep.		4,651	4,560							
Season		20,781	20,646						28.5	27.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE — Figure 8 — ECONOMIC RESEARCH SERVICE

Table 8.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	458	469	414	3.3	3.3	110	117	32.0	30.0	28.3
Nov.	400	444	418	2.8	3.1	113	110	32.7	31.3	28.5
Dec.	423	466	367	3.0	3.3	113	113	32.8	31.6	29.0
Oct.-Dec.	1,281	1,379	1,199							
Jan.	656	628	416	4.5	4.5	115	111	32.3	31.0	29.0
Feb.	579	514	409	3.9	3.7	118	111	32.9	31.7	29.4
Mar.	534	561	422	3.7	4.0	116	114	32.4	32.2	29.0
Jan.-Mar.	1,769	1,703	1,247							
Apr.	670	574	501	4.7	4.0	114	117	31.2	33.2	28.6
May	650	564	542	4.6	4.2	113	109	31.3	31.5	28.4
Jun.	650	528	614	4.6	4.4	112	98	30.4	31.4	27.9
Apr.-Jun.	1,970	1,666	1,657							
Jul.		596	614		4.7		103		31.4	27.9
Aug.		488	561		4.1		95		31.9	27.9
Sep.		490	455		3.7		108		31.7	28.4
Jul.-Sep.		1,574	1,630							
Season		6,322	5,733						31.6	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

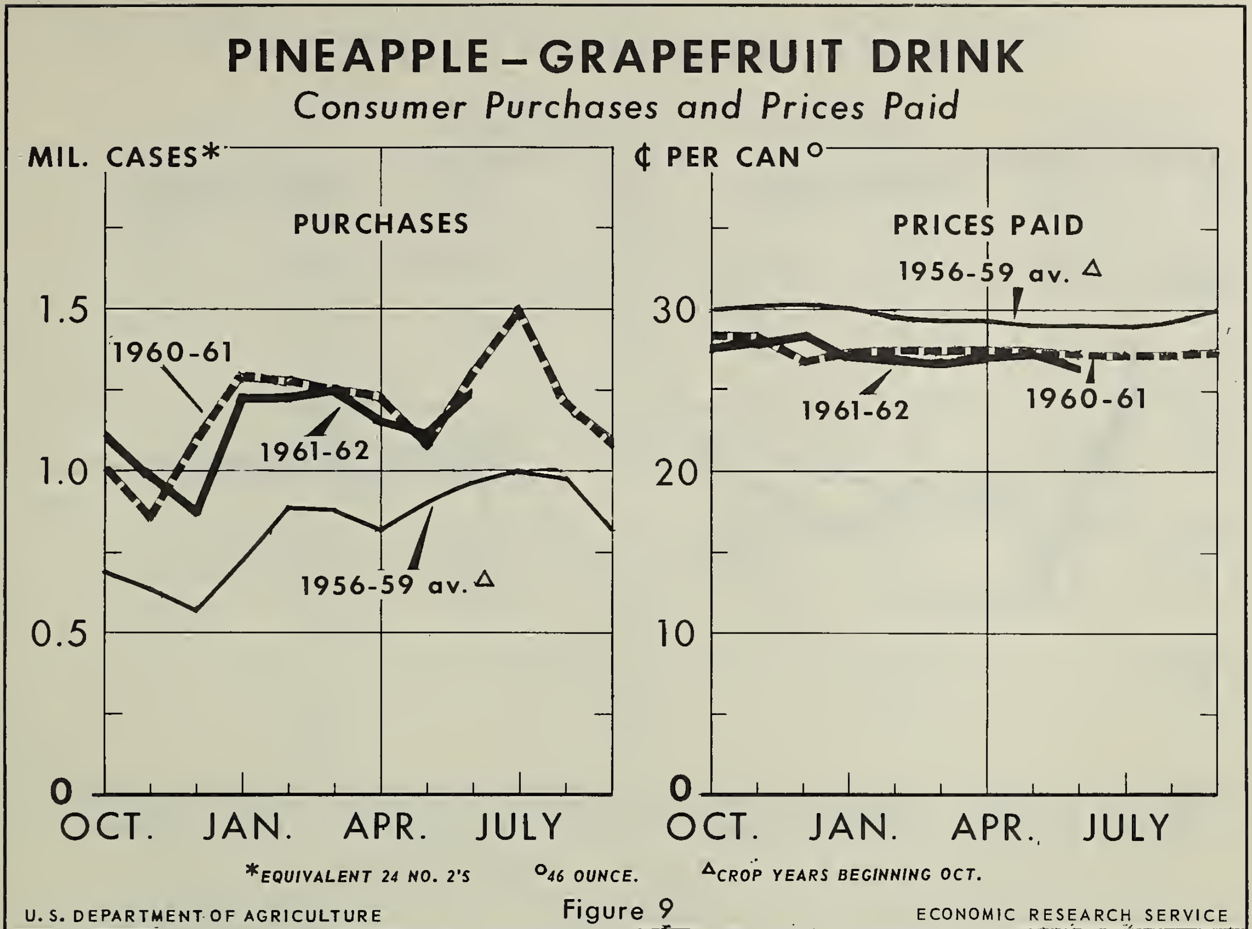


Figure 9

Table 9.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,156	1,012	682	7.9	7.2	117	118	27.5	28.5	30.0
Nov.	970	855	644	7.2	6.8	109	105	28.0	28.4	30.2
Dec.	875	1,115	567	6.3	7.6	112	123	28.3	26.8	30.4
Oct.-Dec.	3,001	2,982	1,893							
Jan.	1,233	1,302	725	7.8	8.9	126	124	27.2	27.4	30.1
Feb.	1,238	1,274	895	8.2	8.8	120	117	27.1	27.5	29.4
Mar.	1,255	1,254	885	7.7	8.3	129	123	26.8	27.7	29.3
Jan.-Mar.	3,726	3,830	2,505							
Apr.	1,153	1,226	825	7.5	8.5	122	118	27.0	27.7	29.5
May	1,120	1,067	913	7.4	7.5	120	116	27.5	27.6	29.0
Jun.	1,249	1,313	971	7.6	8.6	130	124	26.4	27.0	29.1
Apr.-Jun.	3,522	3,606	2,709							
Jul.		1,498	998		9.3		129		27.1	29.0
Aug.		1,199	979		7.9		122		27.0	29.2
Sep.		1,098	822		7.5		118		27.4	30.0
Jul.-Sep.		3,795	2,799							
Season		14,213	9,906						27.5	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

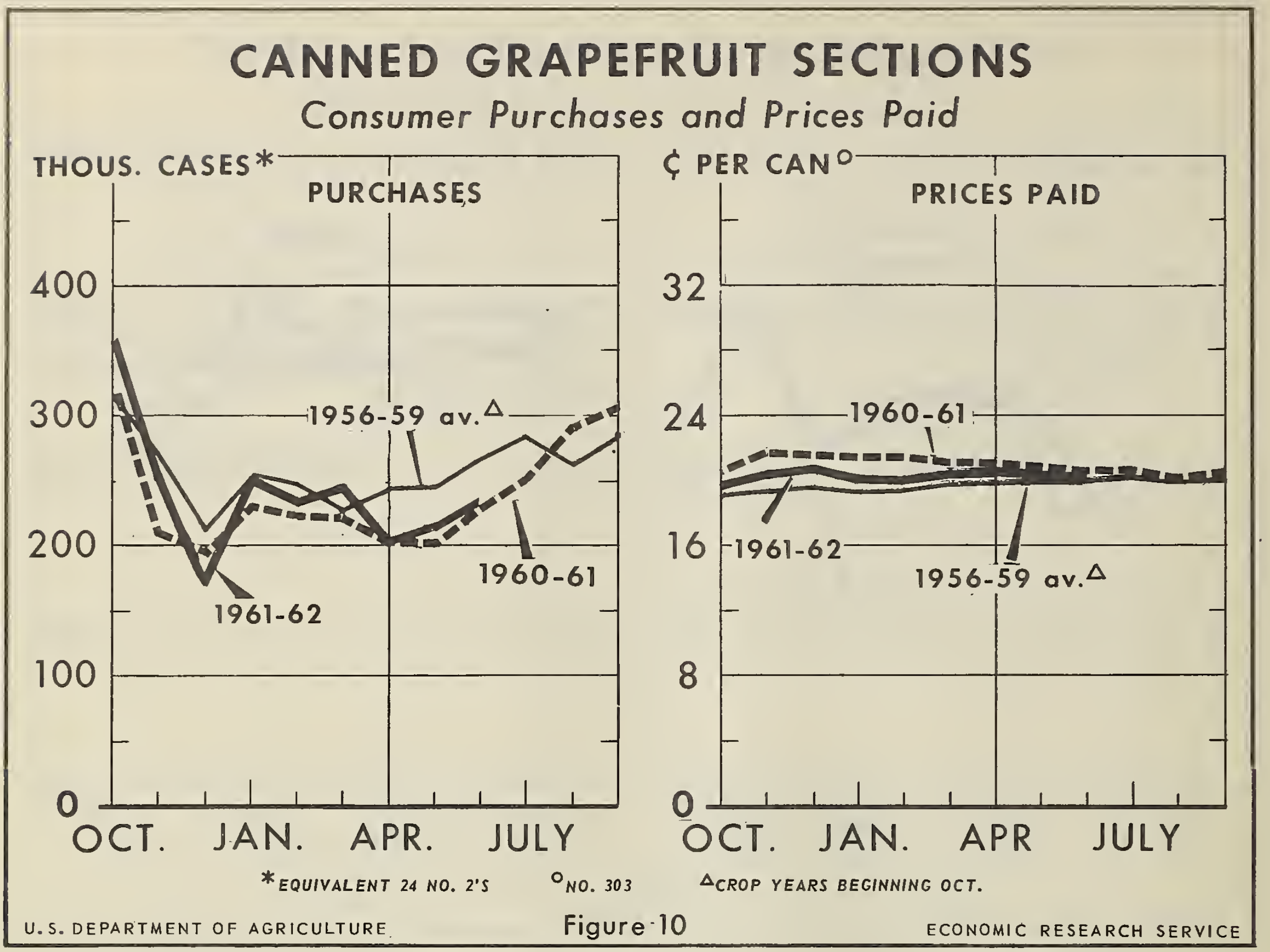


Figure 10

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons.

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	357	318	316	5.3	5.1	60	57	19.8	20.7	19.3
Nov.	251	212	274	3.7	3.7	61	51	20.2	21.7	19.4
Dec.	174	193	214	3.2	3.4	49	51	20.8	21.5	19.6
Oct.-Dec.	782	723	804							
Jan.	252	234	255	4.0	3.9	56	54	19.9	21.4	19.4
Feb.	237	226	248	3.7	3.9	56	52	20.0	21.4	19.4
Mar.	244	221	227	3.7	3.9	58	51	20.3	21.1	19.7
Jan.-Mar.	733	681	730							
Apr.	201	206	242	3.5	3.4	50	55	20.4	21.1	19.7
May	214	209	246	3.6	3.7	53	50	20.2	21.0	19.9
Jun.	233	228	266	3.6	4.0	58	51	20.5	20.6	20.0
Apr.-Jun.	648	643	754							
Jul.		252	283		4.0		56		20.7	20.1
Aug.		292	263		4.5		59		20.2	20.0
Sep.		310	284		4.5		61		20.4	20.0
Jul.-Sep.		854	830							
Season		2,901	3,118						20.9	19.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,542	1,458	17.3	18.0	72	67	36.9	36.5
Nov.	1,416	1,456	16.9	18.3	67	66	36.8	37.1
Dec.	1,416	1,510	17.2	18.2	66	66	36.7	37.1
Oct.-Dec.	4,374	4,424						
Jan.	1,505	1,462	17.5	18.6	68	64	36.7	37.9
Feb.	1,479	1,497	18.0	17.7	66	67	36.1	37.9
Mar.	1,465	1,569	17.5	19.0	67	67	36.1	37.9
Jan.-Mar.	4,449	4,528						
Apr.	1,511	1,669	17.5	19.1	68	71	36.1	36.6
May	1,594	1,603	18.8	18.9	67	69	34.6	37.3
Jun.	1,544	1,540	18.6	19.5	66	64	35.1	36.8
Apr.-Jun.	4,649	4,812						
Jul.		1,531		18.8		66		36.8
Aug.		1,383		17.5		64		37.1
Sep.		1,473		18.1		66		37.6
Jul.-Sep.		4,387						
Season		18,151						37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,487	1,505	10.9	11.2	109	113	34.0	34.2
Nov.	1,366	1,307	11.0	10.1	100	109	35.1	34.5
Dec.	1,404	1,329	10.9	10.4	103	104	35.1	34.9
Oct.-Dec.	4,257	4,141						
Jan.	1,634	1,394	12.5	10.8	104	106	34.6	34.3
Feb.	1,688	1,530	12.3	11.4	109	109	34.8	34.1
Mar.	1,812	1,554	12.1	11.3	119	112	34.6	34.4
Jan.-Mar.	5,134	4,478						
Apr.	1,885	1,819	13.7	12.7	109	117	34.5	34.3
May	2,230	1,970	14.9	13.5	119	118	33.9	33.9
Jun.	2,124	2,224	14.6	15.1	115	120	33.7	33.7
Apr.-Jun.	6,239	6,013						
Jul.		2,215		15.2		118		33.2
Aug.		1,967		14.3		111		33.7
Sep.		1,862		13.2		114		33.5
Jul.-Sep.		6,044						
Season		20,676						34.0

1/ All drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1960 to date

Period 1/	Juices: Total purchases 1961-1962	Juices: Total purchases 1960-1961	Juices: Proportion of families buying 1961-1962	Juices: Proportion of families buying 1960-1961	Juices: Purchase per buying family 1961-1962	Juices: Purchase per buying family 1960-1961	Fruit drinks: Total purchases 1961-1962	Fruit drinks: Total purchases 1960-1961	Fruit drinks: Proportion of families buying 1961-1962	Fruit drinks: Proportion of families buying 1960-1961	Fruit drinks: Purchase per buying family 1961-1962	Fruit drinks: Purchase per buying family 1960-1961
	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces
Oct.	6,540	6,594	40.5	NA	130	NA	3,101	2,986	18.7	NA	133	NA
Nov.	6,172	6,360	40.5	NA	122	NA	2,736	2,606	18.2	NA	121	NA
Dec.	6,438	6,215	41.5	NA	124	NA	2,702	2,910	17.6	NA	123	NA
Oct.-Dec.	19,150	19,169					8,539	8,502				
Jan.	6,956	6,452	47.8	44.1	116	118	3,523	3,324	21.4	20.0	131	137
Feb.	6,974	6,566	44.3	43.4	126	125	3,505	3,318	20.5	20.1	136	137
Mar.	6,955	6,616	43.3	43.7	128	124	3,601	3,369	20.0	19.6	143	140
Jan.-Mar.	20,885	19,634					10,629	10,011				
Apr.	6,666	6,691	42.3	44.0	125	123	3,708	3,619	21.3	21.0	138	140
May	6,745	6,625	42.6	42.7	126	126	4,000	3,601	22.3	20.8	142	140
Jun.	6,349	6,202	41.8	42.2	120	119	4,023	4,065	22.5	23.2	142	142
Apr.-Jun.	19,760	19,518					11,731	11,285				
Jul.		5,796		40.0		117		4,309		23.8		146
Aug.		5,630		39.0		116		3,654		22.1		133
Sep.		6,378		41.6		124		3,450		20.4		137
Jul.-Sep.		17,804						11,413				
Season		76,125						41,211				

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 14. Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1960 to date

Period 1/	Oranges: Frozen concentrate 1961-1962	Oranges: Frozen concentrate 1960-1961	Oranges: Canned single-strength juice 1961-1962	Oranges: Canned single-strength juice 1960-1961	Oranges: Chilled juice 1961-1962	Oranges: Chilled juice 1960-1961	Grapefruit: Canned single-strength juice 1961-1962	Grapefruit: Canned single-strength juice 1960-1961	Grapefruit: Canned sections 1961-1962	Grapefruit: Canned sections 1960-1961
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	3,835	3,774	326	474	436	365	563	480	248	221
Nov.	3,542	3,668	335	417	424	395	471	432	175	148
Dec.	3,798	3,731	338	390	417	367	579	449	121	139
Oct.-Dec.	11,175	11,173	999	1,281	1,277	1,127	1,613	1,361	544	508
Jan.	4,247	3,654	415	350	438	358	659	449	175	163
Feb.	4,245	3,579	432	372	477	391	619	452	164	151
Mar.	4,249	3,451	432	358	442	399	632	538	169	148
Jan.-Mar.	12,741	10,684	1,279	1,080	1,357	1,148	1,835	1,439	508	462
Apr.	4,079	3,694	445	350	443	428	559	632	144	143
May	3,925	3,546	443	346	497	442	535	640	153	145
Jun.	3,702	3,535	442	333	501	430	597	581	167	159
Apr.-Jun.	11,706	10,775	1,330	1,029	1,441	1,300	1,691	1,853	464	447
Jul.		3,367		348		380		463		175
Aug.		3,319		321		375		525		203
Sep.		3,686		353		394		548		216
Jul.-Sep.		10,372		1,022		1,149		1,536		594
Season		43,004		4,412		4,724		6,189		2,011

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

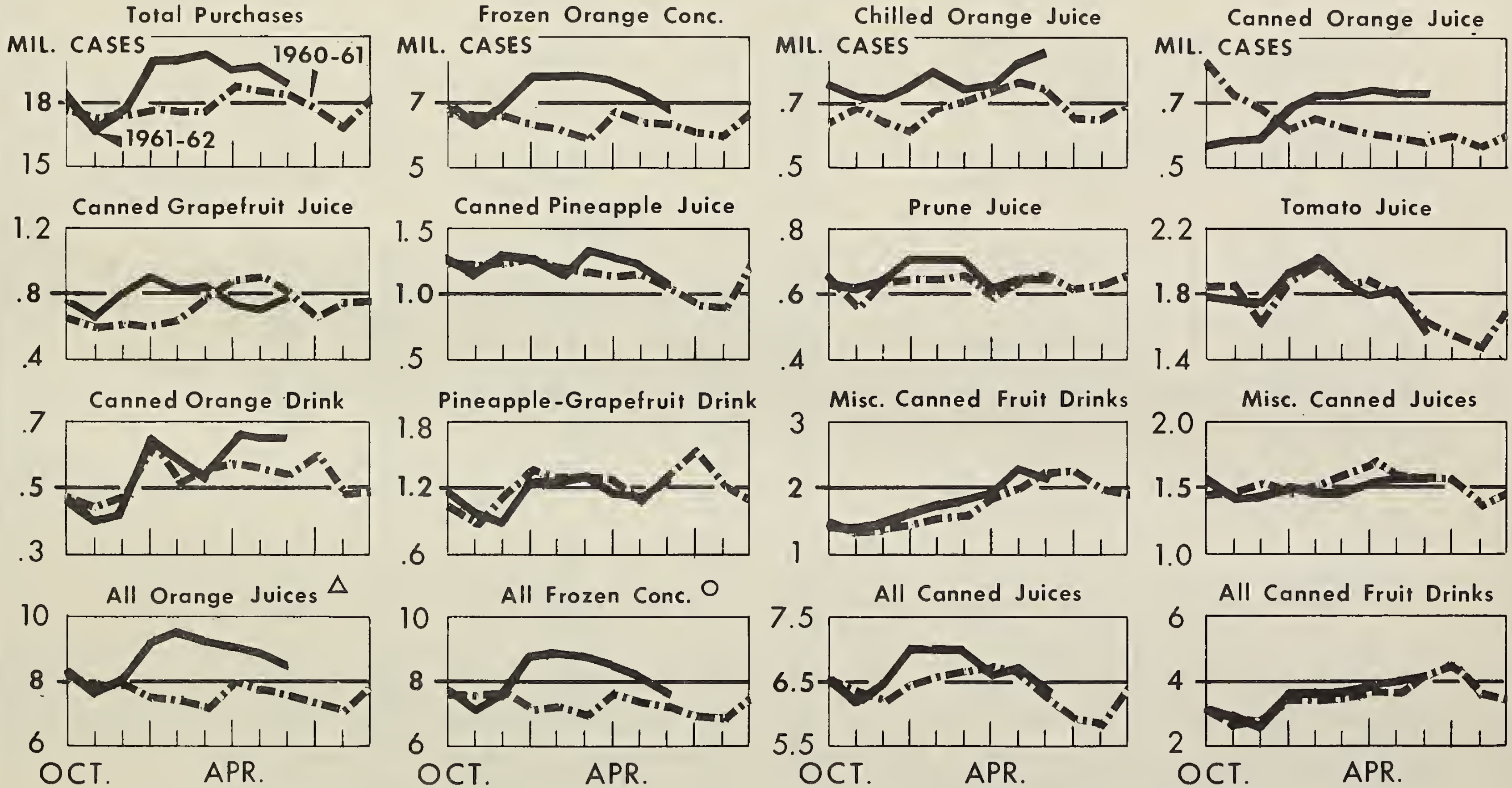
Table 15. SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for selected citrus juices and other products, June 1961 - June 1962 1/

Commodity	Total purchases: Volume			Total purchases: Share of market		Proportion of families buying		Purchases per buying family: Number		Purchases per buying family: Average size of purchase		Purchases per buying family: Quantity per month		Average price paid per can		
	June 1962	June 1961	Change from 1961	June 1962	June 1961	June 1962	June 1961	June 1962	June 1961	June 1962	June 1961	June 1962	June 1961	Can size	June 1962	June 1961
	1,000 gals.	1,000 gals.	Pct.	Pct.	Pct.	Pct.	Pct.	No.	No.	Ozs.	Ozs.	Ozs.	Ozs.	Ozs.	Cents	Cents
FROZEN CONCENTRATED JUICES:																
Orange	5,776	5,308	+9	36.2	34.6	28.4	28.9	1.9	2.0	25.0	21.8	48	44	6	16.3	20.5
Miscellaneous	722	742	-3	4.5	4.9	---	---	---	---	16.6	15.9	---	---	6	18.1	19.0
Total	6,498	6,050	+7	40.7	39.5	---	---	---	---	---	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,863	2,485	+15	4.5	4.0	6.2	5.3	2.3	2.7	44.0	41.1	108	112	32	33.9	40.0
CANNED SINGLE-STRENGTH JUICES:	1,000 cases 2/	1,000 cases 2/														
Orange	731	572	+28	3.9	3.1	6.0	5.2	1.6	1.7	58.9	50.7	96	89	46	36.1	42.3
Grapefruit	790	800	-1	4.2	4.4	5.6	5.9	1.4	1.5	76.6	73.0	111	110	46	26.9	27.5
Pineapple	1,092	1,036	+5	5.8	5.7	8.6	9.0	1.4	1.4	73.0	68.1	101	93	46	28.0	29.2
Prune	631	657	-4	3.3	3.6	6.5	7.2	1.9	1.8	40.5	41.3	76	74	32	43.9	43.7
Tomato	1,561	1,597	-2	8.2	8.8	13.9	14.5	1.5	1.5	60.2	59.6	89	90	46	28.5	29.4
Miscellaneous	1,544	1,540	0	8.1	8.5	18.6	19.5	1.7	1.7	38.6	38.5	66	64	46	35.1	36.8
Total	6,349	6,202	+2	33.5	34.1	41.8	42.2	2.2	2.3	53.4	51.5	120	119	---	---	---
CANNED SINGLE-STRENGTH FRUIT DRINKS:																
Orange	650	528	+23	3.5	2.9	4.6	4.4	1.4	1.3	79.1	74.0	112	98	46	30.4	31.4
Pineapple-grapefruit	1,249	1,313	-5	6.6	7.2	7.6	8.6	1.4	1.4	90.6	88.6	130	124	46	26.4	27.0
Miscellaneous	2,124	2,224	-4	11.2	12.3	14.6	15.1	1.7	1.8	67.0	67.5	115	120	46	33.7	33.7
Total	4,023	4,065	-1	21.3	22.4	22.5	23.2	1.9	1.9	74.9	74.3	142	142	---	---	---
GRAND TOTAL JUICES AND FRUIT DRINKS 3/	18,921	18,172	+4	100.0	100.0	---	---	---	---	---	---	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	233	228	+2	---	---	3.6	4.0	1.5	1.4	38.9	37.6	58	51	4/16	20.5	20.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates. 4/ No. 303 can.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's

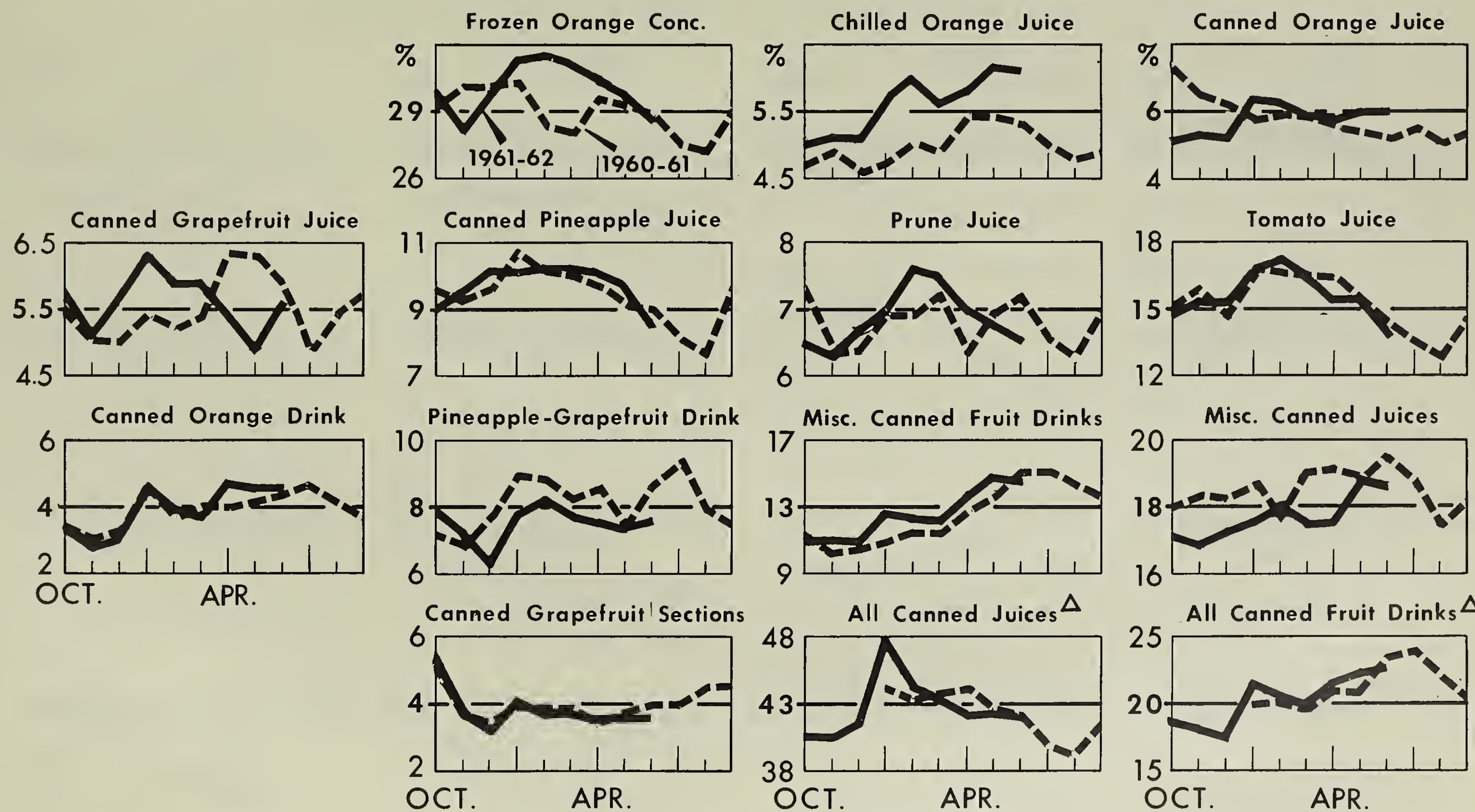


△ CONCENTRATE, CHILLED AND CANNED ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 11

U. S. DEPARTMENT OF AGRICULTURE ECONOMIC RESEARCH SERVICE

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS



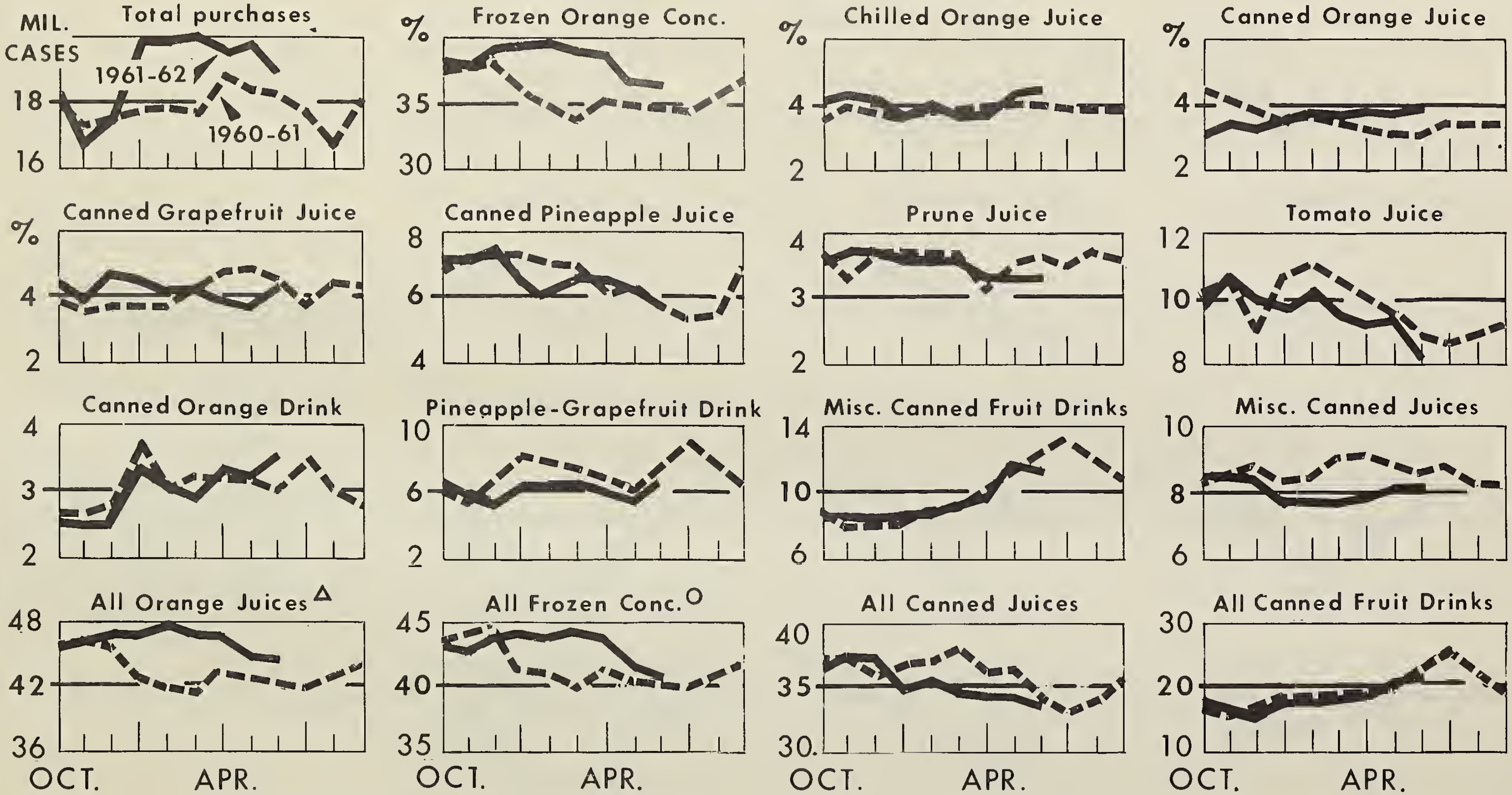
△ DATA NOT AVAILABLE FOR OCT.-DEC. 1960.

Figure 12

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 1188-62 (6) ECONOMIC RESEARCH SERVICE

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS

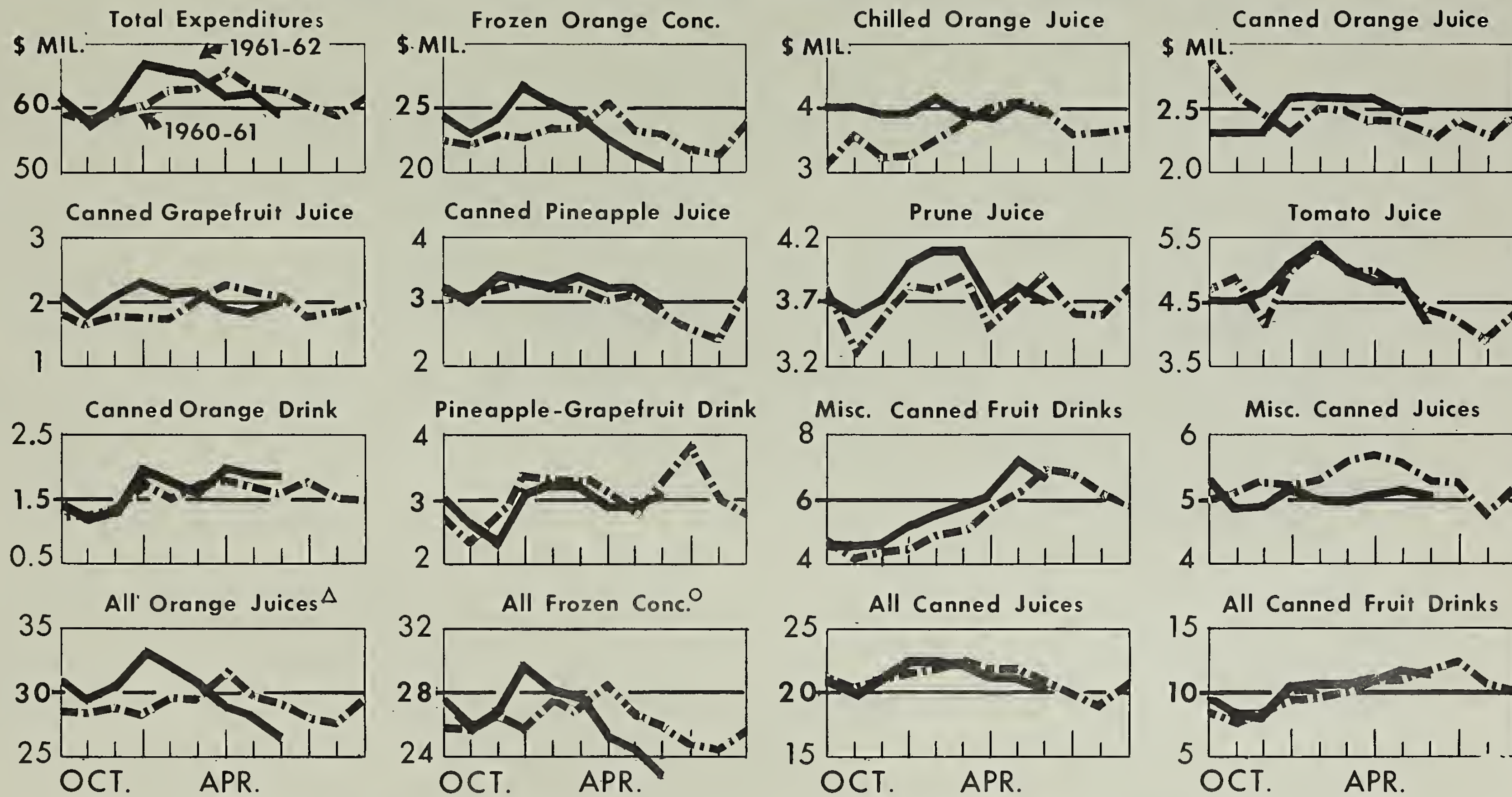


△ CONCENTRATE, CHILLED AND CANNED. ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 13

U. S. DEPARTMENT OF AGRICULTURE ECONOMIC RESEARCH SERVICE

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN



△ CONCENTRATE, CHILLED AND CANNED. ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 14

U. S. DEPARTMENT OF AGRICULTURE — ECONOMIC RESEARCH SERVICE

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